

# THE EDITOR AND PUBLISHER

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## LONDON.

### HUNDREDS OF APPLICATIONS FOR STOCK IN DAILY MIRROR.

Co-operative Company Founded by Lord Northcliffe to Develop Paper. 350,000 Shares Offered to Public. Applications for Nearly a Million Shares Received in Less Than Three Days.

The Pictorial Newspaper Company, Limited, recently incorporated for £450,000 by Lord Northcliffe and others for the purpose of purchasing and carrying on and developing the London Daily Mirror, offered to the British public on Saturday, March 20, 350,000 shares of stock in the company of a par value of £1 each. By the following Tuesday, when the subscription lists were closed, applications had been received for more than 900,000 shares.

Applications came from all parts of the kingdom, and the applicants included all classes of people—members of Parliament, clergymen, farmers, business and professional men and artisans of all kinds, as well as thousands of women, numbering among them authoresses, actresses, artistes and secretaries.

As a result the Daily Mirror will have hundreds of shareholders watching its interests in getting news, increasing its sales and advertisements.

The prospectus of the new company showed that the certified profits of the paper for the year ended February 28, 1910, were £42,306 and that the assets, exclusive of the copyright and good will of the Daily Mirror, were more than £240,000. The certified average daily circulation of the Mirror for the year ended February 28 was 546,979 copies.

The project was based on lines similar to those of the Associated Newspapers, owners of the London Daily Mail and the Evening News. This co-operative association of readers, news agents and advertisers was formed in 1905 and since that time the sum of over £493,669 has been distributed in dividends. In addition there has been built up a reserve fund of £80,000.

### Lease Oklahoma Daily.

The Anadarko (Okla.) Daily Democrat, published by A. S. Roberts for the past two years, has been leased to Judge B. F. Holding and Mrs. Lillian M. Roberts. Mrs. Roberts will have editorial charge of the paper.

### Hampton's Gets "Chantecler."

Hampton's Magazine has secured the serial rights to the English translation of M. Rostand's "Chantecler." It will be published during June, July, August and September.

### National Fruit Grower Sold.

The National Fruit Grower, which has been published in St. Joseph, Mo., for several years, has been sold to Farm Life, a Chicago publication.



CHARLES H. GRASTY

HEAD OF THE BALTIMORE (MD.) SUN, AN EVENING EDITION OF WHICH WILL BE LAUNCHED ON MONDAY APRIL 18.

### FIFTY NEW MEMBERS.

New York Press Club Now Has List of 675.

At the regular monthly meeting of the New York Press Club, held last Saturday, April 2, fifty new members were elected. These include thirty-seven active, ten associate and three out of town names. Of the last named two are active newspaper men—Captain W. Boutwell of the Norfolk (Va.) Virginian Pilot, and Augustus Butterworth, publisher of the Penn Fruit Review.

This last addition to the active membership is strongly representative, including a majority connected with dailies of the city. The total membership of the club is now 675.

### Changes on Detroit News.

Announcement is made of the retirement of Michael J. Dee as contributing editor of the Detroit News. Patrick C. Baker, general manager of the News, has also retired and in the future will act in an advisory capacity.

### New Texas Daily.

The Houston (Tex.) Record, a new afternoon daily, made its appearance last week.

### VANCOUVER PAPER SOLD.

News-Advertiser Purchased by J. S. H. Matson, of Victoria Colonist.

The Vancouver (B. C.) News-Advertiser, the only morning paper in the city, has been purchased by J. S. H. Matson, proprietor of the Victoria Colonist. The consideration is said to have been \$200,000.

The paper had been in existence about twenty years and was established in the early days of the city as a combination of the News and Advertiser. Hon. F. Carter Cotton, one of the founders of the paper, was the principal owner.

### Index of Newspapers.

What is said to be the only newspaper index in the United States is being compiled at the California State Library in Sacramento. The work has already extended over a period of ten years and more than 100,000 entries from California papers have been made on cards under proper subject heads.

### Buys Paris Modes.

Paris Modes has been purchased by John H. Wright, owner of Every Woman's Magazine, who will continue the publication.

## SUMMER BUSINESS.

### LEADING ADVERTISING AGENT IN NEW YORK ADVISES PUBLISHERS.

George A. Batten Says Newspaper Advertising Staffs Must Be Immune Against Inertia in Summer—Suggests New Campaign to Educate Advertisers—Curious Fact About Ice Cream.

By PHILIP R. DILLON.

For THE EDITOR AND PUBLISHER.

A new skyscraper office building has just been finished in North avenue at the corner of Twenty-ninth street, New York. It is called the "Fourth Avenue Building." The entire twelfth floor is occupied by the George Batten Company, one of the leading advertising agencies of New York. Through the windows one may look at the Hudson River bluffs of New Jersey and the early green of Long Island and bits of blue and white water clear down to Sandy Hook, where the sea kisses the sky. Thus it will be seen that Mr. Batten knows why people go out of the city in summer—some of them.

"Summer has come early," I said, "and it is timely to talk about summer advertising. After a little, everybody will be out of town"—this last by way of recognizing the lure of sea and country out of the window.

"That reminds me," said Mr. Batten, "of a remark made by John E. Powers, who was doing the John Wanamaker advertising. It was suggested to him when the summer had begun that he ought to cut down the advertising because 'everybody is out of town,' so they said. 'Yes,' said Mr. Powers, 'everybody is out of town except 98 per cent.' And Powers had the statistics showing what part of the population goes away in summer."

"Then why do so many advertisers stop altogether in summer?" I asked, knowing it was an old question.

### DRY GOODS LEAD WAY.

"I should guess it is because of that old enemy of business that we call 'inertia.' The advertiser thinks that, because he does not feel like advertising, no one feels like buying. No rules of logic govern the matter. It is observed in the advertising profession that general advertising follows somewhat in the wake of the dry goods store. It is a fact that the dry goods business is not as good in July and August as it is in April and May. It is also slower in January and February than in October, November and December. Yet, for some inscrutable reason, the dry goods stores do not curtail their advertising in January and February, and they do cut it in July and August.

"To be sure, it is admitted that buyers feel inertia in summer, but we must not forget that butchers and grocers do about the same amount of business as in winter, and so do most other lines—except dry goods. So it is self-evident that there is as much

need of advertising the things that people need—seasonable things at least in summer—as there is in winter.”

“Well,” I put it, “if advertisers in general do not know this, what is the best way to educate them?”

I suggested to Mr. Batten that I wanted to know in what definite way the publishers could counteract this disinclination to advertise in summer. He said:

#### ORGANIZE AGAINST INERTIA.

“The publisher must educate the advertiser, but I am not sure that it would be good policy to make a public campaign editorially. I should say it is best for the advertising department of the newspaper to make its strongest personal canvass campaign in summer. The business department of a newspaper is not immune from inertia, but it ought to be at its liveliest and strongest when the advertisers are suffering from lethargy. I think publishers as a rule do not give enough attention to this plain truth. Do I have to paddle my canoe harder against the current than when I am going the other way? It is easy to do good business when everything is coming your way. The advertising staff of a newspaper needs more energy in summer time than at any other season of the year. Newspaper men have the same temptation to let up in summer that other people have, but they have got to fight harder against it than other people. There ought to be no let up of energy in the business department of a newspaper.

“Some publishers have a special organization of the advertising force for the summer months and they find it profitable. This organization is not exactly a special department of the concern. It is more nearly a certain spirit injected into the staff in summer months through which the men become advertising creators and are lifted above the level of mere order takers for space.

#### MERE ORDER TAKERS FOR SPACE.

“It seems to me there are very many men of the class I call order takers for space. Too many. If they cannot be changed into creators of advertising for the summer months, it might be desirable to have special men for that season, but I think the publishers can arouse an immense amount of energy in the total of advertising staffs in summer if they will go at it systematically. This total active energy would take the form of a general campaign of education and would benefit everybody, because the man who convinces a merchant that advertising in summer is profitable makes it profitable for everybody.”

Referring to the outlook at this time, Mr. Batten continued:

“The quantity of summer advertis-

ing this year will be greater than last year. The advertising of summer drinks will be very much greater than formerly.”

“Is there any class of summer commodities which is not advertised nowadays?”

“Ice cream, for one.”

I was astonished and said so.

“I have seen the names of certain brands of ice cream somewhere in print,” I said vaguely.

Mr. Batten was sure of what he said:

“I never saw a specific make of ice cream advertised in a newspaper. You see their names sometimes on billboards and stuck in windows of confectioners’ shops. Some of these days a manufacturer of ice cream will wake up and advertise his product in the modern way.”

This was surely a valuable summer tip.

#### BOSTON PILGRIMS.

##### Don C. Seitz Chief Speaker at Monthly Dinner.

Don C. Seitz, business manager of the New York World, was the chief speaker at the monthly dinner of the Pilgrim Publicity Association of Boston last week. He said, among other things:

“My theory of advertising has always been a very simple one, viz., to state plainly and simply what you have to sell, tell the public just what you have, what it costs, what it is good for and where they can get it, without any superfluous language, in advertisements free of poetical remarks or vague statements. I do not think there is anything great to be achieved in mere typography, and I know that persistent advertising is sure to bring certain and gratifying results.

“There are two kinds of advertising, sign and periodical advertising. The first is unproductive of appreciable results and un-American. To tell plainly what you have, what it is worth and where it can be found is the whole secret of advertising. The newspapers have made the world move faster the past one hundred years than any other agency. Their convenience in serving at the expense of a vast outlay of brains and money makes them the best medium of modern advertising.”

#### BOSTON NEWSPAPER CLUB.

##### Arrangements Being Made for Anniversary Dinner.

The Boston Newspaper Club held its monthly dinner last week. Guests and members to the number of thirty were present. Sidney W. Dean presided at the dinner in the absence of W. D. Sullivan.

A committee consisting of J. J. McNamara, T. P. Harrison and W. M. Thompson was appointed to make arrangements for the midsummer. The committee appointed to arrange for the twenty-fifth anniversary dinner of the club, Dec. 2, made its preliminary report, which was accepted.

#### Form District Association.

A number of Iowa newspaper men met at Yankton last week and organized a district society in connection with the State Press Association. M. M. Bennett, of Yankton, was elected president to serve until May, when a permanent organization will be effected. Charles J. Peterson, of Alcester, was elected secretary.

#### NELSON W. DURHAM.

##### Editor of Spokane Spokesman-Review Retires After Long Service.

(Special to THE EDITOR AND PUBLISHER.)

Spokane, Wash., April 4.—Nelson W. Durham, for twenty years editor-in-chief of the Spokane Spokesman-Review, was the guest of honor at a farewell luncheon by forty members of the reportorial and editorial staffs of that journal in the Hall of the Doges the afternoon of April 1, when he announced his retirement from active newspaper work for a year. His successor is George W. Dodds, formerly of St. Paul, who has been assistant managing editor the last seven months.

Charles C. Hart, city editor, was toastmaster at the luncheon, and Robert A. Glen, news editor, presented Mr. Durham a gold watch and monogram fob as a token of the high regard in which he is held by those under his direction. Mr. Glen, who has worked with Mr. Durham a quarter of a century, spoke at length of the early days in Oregon and Spokane and of the loyalty and friendship of his fellow-workers for their departing chief. The watch bears the inscription:

“To N. W. Durham, for twenty years editor-in-chief of the Spokesman-Review. From his staff. April 1, 1910.”

William H. Cowles, owner and publisher, highly complimented Mr. Durham, referring to him as one of the ablest and most successful newspaper men in the Northwest, and also expressed deep regret over his departure from the ranks of journalism. Other speakers were Major Edwin A. Smith, editor of the Twice-a-Week Spokesman-Review; Miss Glenn Steele, Sunday editor; Miss Lily Gray, librarian; Howard Brownlee, city hall and political reporter; J. Newton Colver, sporting editor; Will C. Morris, cartoonist; John B. Jones, assistant city editor; A. B. Wood, telegraph editor; Guy R. Kingsley, C. C. Dill, Stoddard King, Walter W. R. May, real estate editor, and August Wolf, manager of the Spokane Press Bureau.

Mr. Durham responded feelingly, saying that, while he always was sure of the friendship and loyalty of every worker on the paper, from the newest “cub” reporter up, he would ever treasure their kind words, their good wishes and the splendid mark of their esteem for him.

At the close of the program of toasts the hosts, standing at the tables, set in the form of a horseshoe, sang “Auld Lang Syne.”

Mr. Durham and his family will visit acquaintances at Portland the next three weeks, afterward passing the summer at his country home on Spirit Lake, Idaho, and going to Paris next fall to make an extended tour of France and other parts of Europe.

#### Idaho Daily Leased.

The plant of the Wallace (Idaho) Daily Press has been leased for one year to Malcolm Glendenning and E. B. Reitzel, who will continue publication of the daily and weekly Press. Mr. Glendenning was formerly city editor of the Spokesman-Review and has been acting manager of the Press for the past year. Mr. Reitzel has been connected with the mechanical department.

The Canandaigua (N. Y.) Bulletin has been enlarged.

## C. F. KELLY

Begs to announce that he has severed his connection with Hand Knox & Company, and on May first will open offices of his own as

### NEWSPAPER REPRESENTATIVE

Suite 7073-7075

#### Metropolitan Building New York City

Mr. Kelly for the past two years has been Treasurer of Hand Knox & Company, and solicitor of advertising for the Hand, Knox & Company newspaper list

#### ROASTFEST BIG SUCCESS.

##### Annual Dinner of Rochester News-writers' Club Best Ever.

“The best of its kind ever held” was the unanimous verdict of the 360 guests who attended the seventh annual “roastfest” of the Rochester News-writers' Club at Powers' Hotel last Saturday evening.

As in past dinners of the club, there were a number of clever stunts and the usual amount of impromptu merriment.

The speakers of the evening were Livy S. Richard of the Rochester Evening Times, and Job E. Hedges, the well-known New York lawyer.

Previous to the banquet there was a reception in the parlors of the hotel.

The reception committee consisted of Edgar F. Edward, Victor T. Noonan, Roy O. Chaney, Albert M. Flannery, Joseph Curtis, Arthur Tucker, Alphonse J. Sigl, William Butler, Joseph L. O'Connor, Mark A. Daly, E. A. Crockett, A. E. Partridge, Donald Craigie, Fred T. Harris, Clark H. Quinn, Bernard J. Haggarty, Allen M. Franklin, John E. Burgess, Billy A. Searle, Curtis W. Barker, Willard A. Marakle and Richard Barrett.

#### Enlarges Quarters.

The Mexico City Mexican Herald has just added another story to its building. This addition is occupied by the photo-engraving department of the paper and by the Publicity Company. The Mexican Herald recently acquired control of the Publicity Company, which is an advertising agency, in order to assist United States and European advertisers in securing satisfactory general publicity in Mexico, something which has been difficult heretofore.

In  
**Philadelphia**  
it's  
**The Bulletin**  
“Covers the Philadelphia field at one cost.”  
FEBRUARY CIRCULATION:  
**287,963 COPIES A DAY**  
A copy for nearly every Philadelphia home.  
“THE BULLETIN” circulation figures are net; all damaged, unsold, free and returned copies have been omitted.  
**WILLIAM L. McLEAN, Publisher**  
Chicago Office, J. E. Verree, Hyworth Bldg.  
N. Y. Office, Dan. A. Carroll, Tribune Bldg.

The Daily Circulation of  
**The New York Times**  
greatly exceeds 175,000 copies.  
Its daily city sale is greater than the combined daily city sales of five other New York newspapers  
popularly classed with  
**THE TIMES**  
as to character of circulation



## SIR JOHN TENNIEL.

## Famous Cartoonist Was a Fair and Polite Critic.

In celebrating the ninetieth birthday of the most famous of living "cartoonists," Sir John Tenniel, his friends all over England dwelt upon his dignity, his good humor and the infallible fairness and candor shown in all of his inventions. By implication they contrasted his work with the work of other men, and hinted that it was a great pity the rest could not imitate him and contrive even in their bitterest moments to be as generous and gentlemanly as Sir John.

There were a few, however, who were not so cordial. The Roman Catholics denied that he had always been genial in his criticism, for the memory of some of his earlier work rankled. The Tablet puts the case plainly:

To be 90 is to win all kind and honest hearts. But it is sometimes to win something less than honest and appropriate praise. Sir John Tenniel, we read, always had dignity and always showed good humor. Let us say, rather, nearly always. For years—years by the decades, nay, by the score—he dealt with the Pope, or Popes. And in cartoon after cartoon the Pontiff is figured as a deplorable old woman holding up a draggled dress over a broken crinoline. Sir John worked right through the crinoline period, and he makes the most of the comedy to be got from a crinoline thoroughly out of order. The tibia is knocked over one eye and his Holiness shuffles in lamentable slippers down at heel. Dignity and good humor have been more conspicuous than in these designs; but it must be owned that in Catholic matters those qualities are, or used to be, easily excused.

Perhaps some American "cartoons" of the '60s might also be cited as showing a certain deficiency of the article of good humor. So Sir John, after all, was not a perfectly polite critic. For the rest, however, it is absurd to hold him up as a pattern for caricaturists. He never was a caricaturist, and if the English statesmen and politicians of his time were all ready to honor him, why should we marvel? He showed them usually as heroic figures, and often made them much handsomer and nobler than they really were. There was not a trace of caricature in any of his designs. The art of the average modern "cartoonist" has nothing to do with caricature. The old English equivalents were coarse and offensively personal. But Sir John was simply an amiable designer of allegories.—*New York Evening Sun.*

## Ends Life with Bullet.

Eugene Day, well known as a newspaper man throughout the West, committed suicide last week in Farmington, Utah, by shooting himself through the head. Melancholia is said to have been the cause. He was forty-six years old.

The Record Printing Co., of Hillsboro, Tex., has been incorporated with a capital of \$5,000.

## IF YOU MAINTAIN



an agent in the various trade centres to boom your sheet as an advertising medium, you must keep him supplied with nicely-printed copies. If he is compelled to apologize for its appearance, you lose prestige right away. Good rollers ONLY can give your paper a nicely-printed appearance. Use ours; they are guaranteed.

## BINGHAM BROTHERS CO.

ROLLER MAKERS (Established 1849)

406 Pearl St., N. Y. 412 Commerce St., Philadelphia

Allied with BINGHAM & RUNGE, CLEVELAND

## Gains By Giant Strides

During the first three months of 1910 the

## NEW YORK WORLD

printed the enormous total of

366,318 Advertisements

which is

50% More Than

Any Other Newspaper

The steady growth of World advertising is shown by the following table, in which the New York Herald, the next greatest "Want Ad" medium, is taken as the standard of comparison.

|                        | THE WORLD | THE HERALD | The World's Lead Over the Herald |
|------------------------|-----------|------------|----------------------------------|
| First quarter of 1908, | 276,515   | 253,274    | 23,241                           |
| First quarter of 1909, | 324,340   | 254,484    | 69,856                           |
| First quarter of 1910, | 366,318   | 241,619    | 124,699                          |

The above figures are compiled independently by every morning newspaper in the city

The world prints every week, every month, every year, more advertisements than any other newspaper anywhere.

## PAUL BLOCK AGENCY.

## Western Office Strengthened by Addition of Two Men.

The Western office of the Paul Block Special Agency has been strengthened by the addition of two well-known advertising men.

M. L. Chizzola, who was formerly connected with the New York Times and the Hearst organization in New York City, and who for the past five years has been with the Hearst organization in Chicago representing the Hearst Sunday Magazine, joined the Block organization on March 15.

On April 1 C. H. Howse also joined the organization. Mr. Howse was formerly connected with the Western office of the Circle Magazine.

The addition of these two well-known men will add materially to the already strong organization of the Paul Block Agency in the West.

## Will Issue Jubilee Edition.

Editor C. Zwanzig, who thirty years ago founded the La Salle County Herald in Ottawa, Ill., is going to celebrate the event by publishing a grand jubilee edition. It will be profusely illustrated and will contain contributions from more than 100 celebrated journalists, authors, poets, statesmen and other men of prominence. The edition will appear in form of a large book.

## New California Daily.

A new daily will be launched at Pomona, Cal., in the near future. The Rev. H. H. Kinney, editor and manager of the Pomona Weekly Times, will be the editor.

## PUBLISHERS ORGANIZE.

## Editors from Seventeen Counties Meet at Cookeville, Tenn.

Newspaper men from seventeen counties in Tennessee met at Cookeville last week and organized the Upper Cumberland Press Association.

An executive committee, composed of Smith, of the Cookeville Press; Gray, of the Celina Messenger, and Albright, of the Sumner County News, was appointed to recommend permanent officers for the association. This committee named Rob Roy, of the Alexandria Times, for permanent chairman; B. G. McGee, of the Livingston Enterprise, vice-president, and Samuel J. Stockard, of the Smith County News, secretary and treasurer.

The executive committee was made a permanent one and authorized to draft a constitution and by-laws to be adopted at the next meeting, to be held Friday evening and Saturday morning, April 22 and 23.

## Will Enlarge Quarters.

The Laporte (Ind.) Herald has leased the Ridgway building on Main street and will move into it early in May, occupying the lower floor and basement. The building is 45 feet wide by 115 deep, giving about 10,000 square feet of floor space. The presses will be in the basement and the linotype machines in the front of the first floor, where the public can witness their operation from the street.

The Wasta (S. D.) Gazette, a weekly, has been sold to Harry T. Gandy, of Rapid City.

## TRADE PAPER ADVERTISING.

## Emerson P. Harris Discusses Its Advantages Before Advertising Class.

Emerson P. Harris, publisher of Advertising and Selling, gave an interesting talk on "The Trade Press" before the Twenty-third Street Y. M. C. A. class in advertising on Wednesday evening. In the course of his address Mr. Harris said that one of the chief advantages of the trade papers was the selective character of their constituencies. For instance, in the electrical field they brought together as readers a majority of the progressive electrical engineers and others interested in the application of electricity to power and illumination.

The advertiser who desires to reach those who are active in these industrial lines makes no mistake in placing his announcements in the periodicals devoted to the electrical industry, for he reaches only those whose interests lie in this direction.

Trade publications are to-day among the most valuable of all publishing properties. Several are rated above the million mark. There is no more promising field to-day for the ambitious young man than that of the trade press. The net profits of publications of this class range from 15 to 18 per cent. A few years ago the profits were even larger, the reduction being due to the increased cost of production.

Mr. Harris said that the principal need of the trade press at present was young men with the right kind of intellectual and business equipment. He would guarantee to place four men in positions paying \$25,000 a year if they possess the requisite ability to fill them.

When asked if he knew of an important trade not represented by a trade medium, Mr. Harris, smiling, said: "If I knew of such a trade I could sell the information for \$10,000 at once."

## Acquires Interest in Wisconsin Daily.

E. A. Cleveland, city editor of the Beloit (Wis.) Daily News, has acquired a third interest in the paper. In a signed statement by the publishers the announcement is made that Mr. Cleveland has been with the paper seven years, first as reporter, then as city editor, and finally taking on the duties of editorial writer. D. B. Worthington, who has been editor of the News for the past thirteen years, will withdraw from active newspaper work.

## Will Have Room of Their Own.

A room at the Texas State Capitol has been set apart for the use of the legislative correspondents. The room which is located on the ground floor convenient to all departments, has been equipped with chairs, tables and typewriters by the State Superintendent of Public Buildings.

1909

BIG YEAR OF THE  
Big German Daily  
PHILADELPHIA  
German Daily Gazette

gained over 700,000 lines of local advertising. 200,000 lines of general advertising. 250,000 Germans in Philadelphia can be covered thoroughly by using the

MORNING GAZETTE } WRITE  
EVENING DEMOKRAT } FOR  
SUNDAY GAZETTE } RATES

## FOR THE BLIND.

Eight Thousand Copies of Martha Ziegler Magazine for the Blind Circulated Each Month—Printing Work Largely Done by Workmen Who Are Themselves Blind.

From the New York Times.

In an ordinary brick building overshadowed by the elevated railway, where it cuts across town along Fifty-third street, and just around the corner from Eighth avenue, is the largest printing establishment for the blind in the world. Its output of reading matter goes to all the English-speaking countries, even to Australia, and much of the printing work is done by men or women who are themselves blind.

Through a small door and up a narrow, steep flight of stairs the way leads to the four-room loft, which holds business forces, editors, compositors, proofreaders, presses, assembling and mailing departments—the complete machinery of the Matilda Ziegler Magazine for the Blind, which prints 8,000 copies every month and has perhaps ten times as many readers in this country and abroad.

CIRCULATES FREE.

The magazine goes free to every blind person in the United States and Canada who can read, and the whole cost of the enterprise, some \$20,000 a year, is paid by Mrs. Ziegler, widow of William Ziegler, the baking powder manufacturer, who financed two Arctic expeditions shortly before his death.

When you go into the outer office there is nothing at the first glance very unusual or interesting to see—three or four girls with eyes as good as yours busy at clacking typewriters, or desks littered with papers. But the second look makes you wonder whether you have not strayed by mistake into a woman's exchange, for scattered about on desks and tables are all sorts of knitted things, shawls and pink and blue baby furnishings, besides woven baskets and other similar odds and ends. Blind people have made them, and they are sent to the magazine for sale.

The room beyond is that of the manager and editor. W. G. Holmes, who holds the former title, really (like the Minister General of a Central American republic) combines in himself the headship of all the departments. There is nothing remarkable about his office except that a large autographed photograph of her Majesty Carmen Sylva hangs conspicuously on the wall. The Roumanian poet-Queen is another good friend of the blind, and has founded a whole city especially for them. Hence her pictured presence here.

You are next taken into the third

room, which corresponds to what in an ordinary printing office is the composing and proof room. But it is a very different place. Instead of the compositors' cases and big power machines for casting lines of type there are merely little machines for punching dents in brass plates. These contrivances have a keyboard not unlike that of an ordinary linotype machine, only much smaller, and are operated in much the same way.

The brass plates in which the indentations are made measure about 15 inches by 10 inches, corresponding to the size of the page of the magazine, and, omitting the tedious intermediate processes of ordinary ink printing—arrangement in the form, making the matrix, casting the stereotype plate—are ready to run through the press as soon as they are proof-read and corrected. The proofreading is done upon the plate itself.

ONE MAN READS PROOF.

At the Magazine for the Blind one man performs the whole task. He is a graduate of Columbia, though he has been sightless from infancy, and now, when he is still only twenty-two years old, is supporting himself by this work while he studies law. He reads the plates, of course, with his fingers, and gets along as rapidly as an ordinary seeing person would reading ordinary ink type.

Errors are corrected on the brass plate itself by hammering out the misplaced point or points and repunching by hand. The blind alphabets used are expressed in a combination of dots and points. The magazine, in order to reach as many as possible, is actually printed in two separate systems—the New York point and the American Praille. The reader who may know one and not the other system has the choice of editions.

However, we now pass into the fourth room, which is a large one, and where at a long table as we enter ten girls are busy over what looks not unlike piles of thick manila wrapping paper. These girls, who are all blind, are assembling the magazine, a task which occupies a week each month. The same room holds the press. The mailing department is in one corner, while in another part of the room stands a piano. The last is put there so that the blind workers, many of whom are good musicians, may use it to make the noon hour cheerful.

But let us see what happens to those brass plates we have just watched made and corrected in a small room. They go to the press, which is a modern cylinder affair, and prints at the rate of 15,000 pages an hour, or more than double the capacity of any other printing press for the blind in the world. The brass plates are bent upon one cylinder, which turns against another cylinder, on which there is a rubber blanket.

Thick sheets of moistened paper passing between the two rollers take the impression of the type from the brass. Then the sheets are dried in the drying room, which is over in that other corner. Under this process the specially prepared paper hardens—as the matrix taken from the newspaper form does—and the dots which represent the letters stand out and resist the pressure of the blind folks' fingers as they read.

It is these sheets—actual pages of the magazine—that the blind girls by the tables are assembling. One of the girls, Mr. Holmes tells you, is deaf and dumb as well; another lives all

alone and cooks, cleans and washes for herself. All of them find the week which they spend upon this work, in which their fingers serve them as well as eyes, one of real happiness.

HAS ILLUSTRATIONS.

The magazine even has illustrations, which naturally take the form of maps and diagrams. The last number, for instance, had a map of Central America in connection with an article on the recent Nicaraguan disturbance. It showed quite clearly the boundaries of the different petty republics, their capitals, the Panama Canal, the rivers, and mountains, and the sea. The sea was represented by dots, the land features much as in an ordinary relief map. Embossed crosses marked the capitals.

The reading matter of the magazine is not very different from that of other periodicals, though, of course, it is to a certain extent condensed and specialized. Usually there is a story reprinted by permission from one of the leading magazines, some verse, and perhaps a scientific article. Very little of such matter is original, but the blind readers gain more than they lose by that circumstance, for the editors have practically the whole of the current periodical literature to choose from. With one exception no publisher has refused to allow the Magazine for the Blind to reprint any article gratis. His name is considerably withheld.

There are the usual number of departments, and since the blind are not able to read the daily newspapers, that devoted to current events becomes of especial interest and importance. About a fourth of the whole magazine is, in fact, taken up with a brief but as far as possible comprehensive review of the notable happenings of the month. It does more than most things to bring the blind out of their darkness into the world of busy folks.

An old lady wrote to Mrs. Ziegler not long ago saying: "I have been blind for twenty-nine years, and if I had only had your magazine as I have had it for the last two years I would not have lived out of the world as I have done."

Another department, and one not less important, is called the "Successful Blind." Here are set down the experiences of many blind men and women who have learned to do something, to be useful and self-supporting. The manager says that hundreds of the blind who are now earning their living have received suggestions from this department which have had much to do with their success. And others are constantly being encouraged to try.

The hauling of the magazine to the Post Office, by the way—the edition fills 200 sacks each month—is done by a blind man named Joseph Tyman, who has an express and delivery business. He started his enterprise a year ago at the magazine's suggestion, and now has several wagons and drivers. He stays in his office at 205 East Forty-seventh street, where the telephone keeps him in touch with his patrons and employees.

Ohio Daily Sold.

The Urbana (O.) Morning Tribune was sold recently to the Urbana Publishing Company by Frank C. Gaumer. The policy of the paper will be changed from Democratic to Republican. The Urbana Publishing Company will issue both the Morning Tribune and the Times-Citizen.

## LARGE ONE-TIME ORDER.

Auto Company to Run Big Insert in Munsey Publications.

The newly-organized E-M-F Company has just placed with The Frank A. Munsey Company one of the largest one-time advertising orders ever given out in this country to a single publisher, approximating more than \$10,000 for a single insertion.

The advertising consists of an eight-page insert in the May issue of each of the six Munsey magazines—The Munsey, The Argosy, The All-Story, The Scrap Book, The Railroad Man's Magazine, and The Cavalier—and the same insert in full page form for the four Munsey newspapers—The Washington Times, The Baltimore News, The Evening Times of Philadelphia, and The Boston Journal.

The insert consists of a story entitled "Walter E. Flanders—Industrial Colossus," and is written by Robert H. Davis.

## BALTIMORE SUN.

Evening Edition Will Be Launched April 18.

The Baltimore Sun, the controlling interest in which was recently acquired by Charles H. Grasty, will begin the publication of an evening edition on Monday, April 18. It will be similar in make up to the morning paper and its entrance into the field will give Baltimore four evening papers.

Through purchase of the Baltimore World by the Grasty interests the Sun acquires the news franchise of the United Press. This service will be supplemented by special correspondents in New York, Washington and elsewhere.

Mr. Grasty at one time published the Baltimore News, later selling it to Frank A. Munsey.

## OPPORTUNITIES

In Advertising Field Discussed by Frank L. Blanchard.

"Opportunities in the Advertising Field" was the subject of an address delivered by Frank L. Blanchard before the Bedford Y. M. C. A. class in Advertising on Tuesday evening. The speaker outlined the duties of the numerous positions and gave the amounts of the salaries paid.

In Mr. Blanchard's opinion competent solicitors could make more money than any other class of men except, of course, the publishers of periodicals.

## Conducting Three Contests.

The United Contest Company, Inc., with general offices at Cleveland, O., is conducting contests for the Chambersburg (Pa.) Public Opinion, the Erie (Pa.) Herald and the Lisbon (O.) Patriot.

## CHRISTIAN NATION

Oldest and now the only weekly in the Reformed Presbyterian (Covenantor) Church in America.

26th Year Under Same Management

Officially endorsed by the denomination; the only religious weekly of national importance covering in itself alone an entire denomination—that wealthy, cultured, sterling people, the Scotch and Scotch-Irish Presbyterians in America.

Circulation Not Duplicated by Any Other Denominational Paper

Rate 10c. Business accepted direct or through any authorized and reliable agency. Tribune Building • New York

## Bain News Service

sends eight photographs and letter-press daily. Best in quality and timeliness of photographs. Widest in range of topics. Cheapest in the world. Used by best illustrated papers in all cities.

George Grantham Bain  
32 Union Square East, New York



## ROBERT PATTERSON DEAD.

## Head of Chicago Tribune Stricken with Apoplexy in Philadelphia.

Robert W. Patterson, president of the Chicago Tribune Company, died last Friday night at the Bellevue-Stratford Hotel in Philadelphia of apoplexy. At practically the same time Mr. Patterson's mother died in Chicago. Mr. Patterson was sixty years old.

He was born in Chicago on Nov. 30, 1850, the son of the Rev. Dr. Robert W. Patterson and Julia A. Patterson. He was educated in the Chicago public schools, and later at the preparatory department of the old Chicago University. He was fitted for college too young, with the result that he was obliged to enter the dry goods business before he came of age to attend college. He entered Williams College after working for two years, and was graduated in 1871.

Mr. Patterson returned to Chicago after leaving college, and studied law. The great fire in Chicago in the same year made him almost penniless, and he was obliged to go to work. He obtained a position on the Chicago Times, and later became assistant night city editor on the Chicago Tribune.

Horace White was editor of the Chicago Tribune at the time, and announced that he had made a new discovery in the journalistic world. When Mr. White was succeeded by Joseph Medill, Mr. Patterson was thrown about in different positions for a while. He first acted in the capacity of dramatic critic, and later wrote editorials on the situation in Washington. These editorials brought him fame throughout the West as a political writer.

Mr. Patterson soon afterward was promoted to the position of telegraph editor of the same paper. He gradually rose in rank to Washington correspondent, editorial writer, and later managing editor. He had formed an intimate friendship with Mr. Medill, and when the latter died, Mr. Patterson was still serving in the capacity of managing editor.

A few years before the death of Mr. Medill, the young managing editor had married Miss Elinor Medill, a daughter of the editor. Upon the death of Mr. Medill Mr. Patterson was made editor-in-chief, in which capacity he had served since.

The Price County News is the name of a new paper started at Park Falls, Wis. G. R. Cooper is the publisher.

## The Mexico Daily Record

The Only Afternoon English Newspaper Published in Mexico

It has triple the circulation of any other English publication, either morning or evening in the Republic; this is guaranteed by \$10,000 gold.

An American newspaper for Americans and all English-speaking people. For Mexico and its upbuilding; for Truth and the Right.

Rates and Information apply to—

R. J. SHANNON  
225 Fifth Avenue  
New York

C. J. ANDERSON  
Marquette Bldg.  
Chicago



ROBERT W. PATTERSON  
PRESIDENT OF THE CHICAGO TRIBUNE COMPANY, WHOSE DEATH OCCURRED IN PHILADELPHIA LAST WEEK.

### ADVERTISING LEAGUE.

#### Distinguished Speakers on Program at Annual Dinner.

The dinner of the Advertising Men's Association of New York held last Thursday evening at the National Arts Club was one of unusual interest.

The speakers on the program included Elbert Hubbard, who told "How to Make Advertising Interesting;" Emerson P. Harris, publisher of Advertising and Selling, who spoke on "The Place of Advertising in Economics;" A. F. Sheldon, of Chicago, who spoke on "Advertising and Salesmanship;" and Dr. Lee Gallaway, Ph.D., of the New York University School of Commerce, whose subject was "Old Philosophies Applied to Advertising Problems of To-day."

The meeting was presided over by the president of the club, W. H. Ingersoll.

#### Will Build Fireproof Structure.

H. M. Youmans, publisher of the Waukesha (Wis.) Freeman, has purchased a site on South street and will erect a new fireproof home for the Freeman. The building will be so constructed that it may be readily added to if conditions demand.

#### Farm Paper to Build.

The Dakota Farmer has purchased a large site in Aberdeen and will erect a new plant to cost in the neighborhood of \$40,000.

### PRINTER COPS

#### Will Probably Lose Berths Through Efforts of Union.

Owing to the efforts of Typographical Union Number Six, nine policemen who have been holding jobs as printers at the New York police headquarters, and two firemen who occupy similar details at fire headquarters, will probably lose their jobs.

For many years the Typographical Union has fought against policemen acting as printers at police headquarters, and as a result the Municipal Civil Service Commission has decided to call for an examination for city department printers.

#### Married in Newspaper Office.

Nicola Greeley Smith, granddaughter of Horace Greeley and a writer on the staff of the New York Evening World, was married in Greenwich, Conn., last week to Andrew W. Ford, make-up editor of the New York Evening Telegram. The ceremony was performed in the office of the Greenwich News.

#### Death of Elizabeth Porton.

Elizabeth Paterson Porton, wife of James Porton, one of the founders and first president of the New York Press Club, died at the Methodist Hospital last Monday of acute indigestion. She was seventy-one years old.

## FRENCH MAILING METHODS.

#### Novel Practices Pursued by Paris Newspapers.

The Echo de Paris contains the following announcement, which indicates, we think, a novel practice, so far as the English newspaper custom is concerned:

"We remind our subscribers that each request for change of address should be accompanied by the last printed wrapper and by sixty centimes (in postage stamps or postal order) to pay for the reprinting of the wrappers." These wrappers, by the way, bear (1) the title and address of the newspaper, (2) the date when subscription expires, (3) the date (in bold figures and capitals) when subscription was received, (4) figures denoting the number of months over which the subscription extends, and (5) figures denoting the entries of the subscription in the books. Added to all these are the printed address of the subscriber beneath the words: "To be delivered at once."

When a subscription is received, from 90 to 360 of these wrappers, or bands—for they only measure two inches by eleven inches—are printed, and the pile has a special pigeon hole allotted to it. When that pigeon hole is empty the transmission of the paper automatically ceases.

Having written to the General Post Office, asking whether English newspaper wrappers might not bear something of the foregoing kind, or at least the intimation respecting expiration of subscription, we have received the following reply:

"The wrapper of a registered newspaper sent by post may not bear anything, except (1) the names, addresses and descriptions of the sender and the addressee, with index or reference numbers and letters; (2) the words 'with compliments'; (3) a request for return in case of non-delivery; (4) the title of the newspaper and a reference to its registration for transmission by post; and (5) a reference to any place in the newspaper to which the attention of the addressee is directed.

"The wrapper of a packet containing an unregistered newspaper may, however, bear printing similar to that on the wrapper inclosed with your letter, provided that such printing is confined to the left-hand half of the wrapper. Such packets are liable to a postage of 1/2d. for every two ounces."—*The Newspaper Owner.*

To Keep in Touch with  
**BRITISH TRADE**  
Subscribe to and Advertise in

**The Stationer**  
FIFTIETH YEAR OF ISSUE

Published **\$1.80** Per Annum  
Monthly Post Free

Advertisement Rates and Specimen  
Copy Sent on Application

160a FLEET ST., LONDON, ENGLAND

## ADVERTISING.

### How to Get It and How to Keep It for Local Papers—What Is the Cost of an "Exchange?"—Develop the Home Field First.

Addressing the National Editorial Association on "Advertising—How to Get It and How to Keep It for Local Papers," Miss Caroline H. Huling, one of Chicago's best-known newspaper women and long identified with the publishing business, said in part:

I once calculated the cost of an "exchange" and was surprised at the result. The annual subscription price of the desired magazine was \$5.00 a year, and the discount given to publishers would make it cost me \$3.50, on a cash basis. Copy was sent me for one-half column of my paper, wide measure, for a display advertisement to be inserted three times, together with reading notices monthly. I was paying 65 cents a thousand for composition, display being measured as nonpareil (6 point), and ten cents a thousand was charged for standing matter. At this rate the advertisement would cost me for composition alone almost as much as the cash price of the magazine, to say nothing of the monthly reading notices and the value of my space. When I got so far with my figures I concluded that it was cheaper to pay for the magazine direct, and not have the trouble of checking up and sending the advertising exacted in exchange. How many editors know what their magazine "exchanges" are costing them?

#### WHAT IS VALUE OF SPACE?

What is the value of advertising space in newspapers? Evidently there are many opinions on this subject. The United States Congress would seem to think it of no value, since it has been made unlawful to trade it for railroad transportation, and, strange to say, the attitude of many publishers would apparently justify the impression. The income from the advertising columns appears to be "velvet," merchants would call it, clear gain, yet, paradoxical as it would seem, the magazines make fortunes from their advertising patronage alone.

The big mail-order magazines which base their charges upon circulation, have fixed the price as one-cent per thousand circulation, per line, diminishing it to 40 cents for each one-hundred thousand copies sent out. The king of the list claims 1,500,000 bona fide circulation and charges \$7.00 a line, agate measure. This is an immense advance over the ten cents an inch rate given me by an agency for space in local weeklies.

I have recently had a proposition from a daily paper in one of the smaller cities, not far from Chicago, to place a three-line advertisement in its classified columns for 15 cents, or, including its Sunday issue, for 20 cents, with a total circulation of 40,000 (claimed), which would make the rate 6 and 1/3 cents a line. Counting fourteen lines to the inch, and 2 1/2 inches to the column this rate would give but 300 lines to the column, without allowing for the rules between the advertisements, making about \$18 a column. Contrast this with the rate for classified advertising in the Chicago Tribune, which is thirty cents a line for Sundays and seventeen for the daily issues. The News, an evening paper, which is the most formidable competitor of the Tribune, charges seventeen cents a line also.

Ready-print sheets are offered at 12 cents a quire, or 1/2 cent each, which is greatly below the cost of printing an ordinary local paper in the average office, but the revenue derived from the advertising therein is not mentioned, the buyer furnishing the circulation for these concerns. This is virtually giving away the advertising space, but probably the editor-publisher counts the cost of printing at home and balances it against the advertising space in the made-to-order sheets furnished.

#### VIEW OF POSTAL AUTHORITIES.

That the postal authorities have taken a different view of the value of advertising space is evidenced by their war upon publishers. That Congress should say that space has no value when offered in exchange for transportation on railroads, and then, in the next breath, declare that publishers are making fortunes from their advertising space, under the so-called subsidy in the second-class mailing "privilege," is a peculiar position that is puzzling and vexatious. Whatever promise is accepted the fact remains that publicity obtained by means of advertising in periodicals must be profitable, or advertisers would cut off the expense. That the publishers of newspapers in smaller places might derive more income from their advertising patronage I hope to be able to show.

"The 'take-what-you-can-get' plan would seem to be the basis of most rate cards. In other words, many advertising managers apparently endeavor to get all that they can, reducing or increasing the price to suit the one whom they are soliciting business from. I do not think this good policy, and believe that in the end it will prove disastrous. I have been offered good sized contracts at half my regular rates and have refused them though I was told that my competitors accepted the price offered. I felt that to give an occasional advertiser half the price which a regular one paid was not acting fairly by the latter, and I was also assured that it would not be long before I would have to bring the rate for all to the basis of what the former offered. If my competitors did it I felt sorry for them for being obliged to take such ruinous measures to get business.

#### DEPENDS ON VALUE TO READER.

The price of space must necessarily be fixed in accordance with its value to the user, to a limited degree, though I doubt the wisdom of making the home advertiser pay more per inch than does the so-called "foreign" one,

yet this practice prevails to a great extent. Of course the man at a distance cannot expect to get so many replies as does the local merchant, but that should not be the basis for the charge made. There is a class of advertisers which sends out specious offers to pay a specified sum for each order received through the medium chosen, keying the advertisement so as to be able to trace results. While it is undoubtedly true that an advertisement which brings fifty orders is worth more to the advertiser than is one that brings only half that number, the fact remains that, other things being equal, the cost of the space to the publisher was the same. I invariably reject such propositions, since I have no means of verifying the returns, nor would it be possible to ascertain how many indirect orders, through dealers, an announcement in my publication might bring. Some one must accept them, however, since they are constantly being made.

The effect of accepting such contracts is invariably to depreciate the space with other advertisers, since they inevitably find it out and become loath to pay cash for what another gets virtually for nothing. Trade orders which call for part cash are also snares and delusions. As a general thing the article offered, piano, sewing machine, carriage, etc., might be obtained for a cash offer equal to that exacted in addition to the advertising space, and the manufacturer counts the advertisement as so much clear gain. Advertising from local dealers, taken on an exchange basis, is apt to prove more equitable.

Were I engaged in the publication of a newspaper I would first endeavor to develop the natural field, and sell all the space possible to home advertisers. Many small dealers would be glad to keep themselves and their wares before their patrons if they knew how to prepare attractive copy. To secure their contracts it might be well to put the preparation of advertising copy into the hands of a bright member of the force, perhaps having him (or her) take a correspondence course in advertising writing. This copy should be put into type, with an eye to effective display, and the proof submitted to the prospective advertiser. He might possibly suggest some changes, but he would also be apt to give an order for the space. While this is the practice with some periodicals it is by no means common, though most large advertisers have their advertisements put into type and the agencies send out electrotypes for them, whether the space contracted for is large or only a few lines. By systematically following up this plan it is probable that all the business possible to be obtained might be booked by a live paper.

#### CHANGE COPY FREQUENTLY.

Frequent changes of copy should be provided for in soliciting local advertising, and the patrons stimulated to offer special bargains to test the value of his announcements. This is a feature of all department store advertising in large places and the smaller merchant would undoubtedly find it profitable if he were only educated up to it. This should be the business of the advertising manager, whether the editor or the publisher fills the place. It is also customary to include some reading notices with display contracts in most trade and local journals. A brief paragraph calling attention to the new advertisement ought to aid in

its being productive to the advertiser. A similar notice is sometimes given in connection with the job office, where bills for sales are printed. Perhaps this suggestion may be open to criticism, in relation to what I have said heretofore about the value of space, but the prize package idea, a bonus for other work, has been so strongly entrenched in the minds of the people that it is easier to get business by a show of liberality, even if the price for the advertisement, or job of printing, is increased to pay for the extra notice. Indeed, in the case of the display advertisement a percentage should be added to cover the reading notice, which would otherwise become quite a tax.

The advertising patronage of the local paper can be greatly increased by judicious solicitation. The great failures never neglect their advertisers, their representatives calling regularly for even a three-line advertisement. Some of them make rounds of boarding and lodging houses weekly to get classified advertising for the Sunday and daily issues. The same amount of attention given to possible advertisers in even the smallest places, if the price is not prohibitive, ought to eventually secure the business of every merchant in the place.

#### OUTSIDE ADVERTISING.

Having devoted so much space to obtaining local business it would be well to look after outside contracts, always bearing in mind the fact that no good business man would advocate, or solicit contracts from those who would divert business from home merchants. It is well also to understand that the reason why the great mail-order houses prosper is because merchants in smaller places do not understand the needs of their patrons and will not study into them to supply their trade properly. They lack capital, intelligence and enterprise. They fear to carry in stock anything more than the commonest articles, lest they may be unable to sell them. This is where the catalog house makes points against the small dealer. This agency is now at the service of the petty merchant who has not capital to carry large stocks, and editors can help out their home dealers by putting them in touch with the catalog business. If the dry goods man who cannot carry more than \$1,000 worth of stock knew that he could have a stock worth \$100,000 at his command through the catalog, he could say to a possible customer, "We have not got the article that you want now, but we can get it for you in a few days," at the same time handing her a catalog to select from, he would keep the trade in his own hands instead of encouraging his patrons to send away for what he might as well supply himself.

### Has a Business PULL

In the great industrial center embracing Western Pennsylvania, West Virginia and Eastern Ohio with a population of over 2,500,000.

## The Pittsburgh Dispatch

reaches the largest number of homes and is read by the men and women who comprise the purchasing power of the wealthy district. Advertisements in the DISPATCH INSURE prompt RETURNS.

#### SPECIAL REPRESENTATIVES:

Wallace G. Brooke, Horace M. Ford,  
225 Fifth Ave., Marquette Bldg.,  
New York. Chicago.

## The Evening Wisconsin.

### Milwaukee's Leading Home Paper

SOME OF THE REASONS why you should include this paper in your advertising appropriations for 1910:

Its average, daily circulation is over 40,000 copies.

It regularly carries the advertisements of every Leading Milwaukee Merchant—they have proved its value.

The fact that its columns are always clean and pure makes it fit for every home—makes it the "home paper"—the paper for the advertiser.

JOHN W. CAMPSIE, Business Manager.

### THE EVENING WISCONSIN

CHAS. H. EDDY, Foreign Representative.  
NEW YORK—4013 Metropolitan Bldg.  
CHICAGO—403 Marquette Bldg.



## JOE MITCHELL CHAPPLE.

## Glimpse of Early Career of Noted Editor and Journalist.

Joseph Mitchell Chapple, editor and publisher of the National Magazine, Boston, belongs in that distinguished class of young journalists who, with great abundance of force and push and talent, seem to be known throughout the country and are always listened to.

He was born in La Porte City, Ia., in 1867, graduated from Cornell College in Iowa and went to work on a newspaper in Dakota, Ashland county, Wisconsin. Later he went to Chicago as a newspaper man. In 1897 he took charge of the Bostonian, afterwards changed to the National Magazine. He is the author of novels, "The Minor Chord" and "Boss Bart, Politician."

Speaking before the National Editorial Association at New Orleans, he said characteristically:

"In the dawn of my career as a newspaper man I discovered myself in a small village, with an army press, a few fonts of old type, surrounded by broad seas of rolling prairies, occupied by settlers in sparse sodhouses and claim shacks, on the pre-emption or tree claim. The circulation was as the settlers, the entire edition was carried in arms to the postoffice, as a nursing infant. The first impulse, while setting locals at the case, was to include the name and some news concerning every settler within ten miles—making every vote count. After the names had appeared in the newspaper there was a 'follow up' visit. It was slow work, but subscribers counted and the editor was learning something on which to write and ascertain the difference between the whiffle tree and a cottonwood on a claim. As a rule people appreciate that which costs them something. When the good old friends asked, 'How much is your paper worth?' my modest reply was, 'The paper may not be worth much, but it will cost you \$2 a year in potatoes, pumpkins or anything on which an editor can live.' Even in those drought years and hard times, the farmer was always ready to bring in the sustenance for the editor as well as to the minister. Advertising among those people meant more to me than merely to convey the knowledge of my existence and the old land office on Broadway. I wanted them to like the editor, for advertising is nothing without confidence. There never was a dull week in that village; even every gathering at the drug store and postoffice found a young editor there with his ears open, searching for the material to fill the yawning local column. If there were not names enough on the poll list, every one mentioned by way of reminiscence in far-off cities, in the adventures of early days, was given the



JOSEPH MITCHELL CHAPPLE

EDITOR AND PUBLISHER OF THE NATIONAL MAGAZINE WHO RELATES SOME OF HIS EARLY NEWSPAPER EXPERIENCES.

distinction of a 'local mention.' Every home within a radius of ten miles had a copy of that newspaper, because it was advertised. The readers, talking over the items in the paper at home, were the strong factors in the advertising development. Merchants in distant towns realized the effect of this potential advertising, when the people always seemed to be ready to mention 'our paper' in doing their trading. Twelve distinct and separate business houses, the entire number in the village, were represented by twelve separate and distinct advertisements inclosed by border rules. The barber and baker never failed to send 'back East' a copy of the paper, containing their ad, written by the editor, and paid in shaves or loaves, with a double mark around the local mention of some incident associated with their establishment. Suddenly it was discovered that more advertising was coming from surrounding towns than could possibly be produced in the small village. The editor was more thoroughly advertised than the good minister, who was faring badly on an unpaid salary. A suggestion to the parson, along the lines of advertising—his exploitation, payable in subscription due bills for the contribution box—resulted in filling the church-schoolhouse, adding a much-needed revenue and more frequent 'pound socials' at the parsonage."

The Findlay (Ohio) Call has been incorporated. Capital stock, \$10,000.

## FRENCH NEWSPAPERS.

## Large Quantities Exported to Belgium and Other Countries.

Consul H. Abert Johnson, of Liege, says concerning French newspapers in Belgium:

"Recent French statistics show that the total exports of newspapers in 1908 amounted to 2,624,400 kilos (kilo = 2.2 pounds), valued at \$3,210,345. The chief purchasers were: Belgium, 1,970,900 kilos; Great Britain, 260,400; Germany, 149,700; Switzerland, 72,900; and the United States, 32,100. Belgium alone imported from France in 1906 1,705,533 kilos, valued at \$2,343,675; in 1907, 1,751,927 kilos, valued at \$2,407,428; and in 1908, 1,970,900 kilos, valued at \$2,708,332.

"Belgium is thus by far the best client of France for newspapers and like publications. The fact that Belgium imports such a large quantity of publications in French is worth the consideration of those houses in America issuing works in this language.

"Besides periodicals and works in French, many publications in English, especially those of a technical and artistic nature, are to be found in the leading bookselling establishments of this district. Little or no effort seems to have been made to introduce American publications into this section of Europe."

A new weekly called the New South will be launched at West Point, Va.

## A FINANCIER REPORTER.

## J. Pierpont Morgan Comes to Aid of Ambitious Newsgatherer.

Speaking of financiers, it is not generally known that one was once a newspaper reporter—for ten minutes, says a writer in the New York Herald.

Connected with one of the New York newspapers is an ambitious printer who has the news sense as keenly developed as is his typographical skill. He was on a ferryboat bound from Long Island City to the Thirty-fourth street slip, in Manhattan, not long ago, when he saw a wedding party.

After careful consideration he approached one of the men of the party and explained to him that, as he was always on the alert to gain information for his paper, he would be obliged if he could have the names of the company and such other details as are accustomed to be found in descriptions of such affairs.

"Certainly," responded the gentleman addressed. "Come with me and we will see what we can get."

He explained to the young persons of the party that he had been asked for the information and, at his request, all the facts were soon forthcoming. In a quick, incisive way he asked questions which a veteran society reporter would suggest.

"And your name?" inquired the printer; "I want to put you among those present."

"You needn't mind about that," was the response; "but if you insist I'll put it down."

He hastily scribbled a line in the list of those present and an amateur journalist later found that, led by all the rest, was the signature of J. Pierpont Morgan.

## REPRESENTATIVES' CLUB

## Holds Regular Monthly Luncheon at Victoria Hotel.

The Representatives' Club of New York, composed of advertising managers of magazines and of advertisers, held its regular monthly luncheon in the Whist Club rooms of the Hotel Victoria last Monday. About one hundred and fifty were present, including Frank D. Sniffin, president, and W. E. Woodward, secretary and treasurer.

P. V. Bunn, advertising manager of John Wanamaker's mail order department, was the principal speaker.

## Editorial Association Elects Officers.

The Upper Des Moines Editorial Association, in session at Boone, Ia., last week, elected the following officers: President, Paul E. Stillman, of the Jefferson Bee; vice-president, A. F. Patton, of the Gowrie News; secretary and treasurer, Al. Adams, of the Humboldt Independent.

SPECIAL  
CARTOON WORK

You might make your paper more interesting by printing Cartoons to illustrate local politics or happenings.

Just forward us the news item or items you want "hit off" and you will get a bright, catchy cartoon in return. The price will be reasonable. The idea is new so far as we know.

Try it out.  
We make Cartoons to order only.  
No Stock or Syndicate drawings.

THE ETHRIDGE COMPANY  
Madison Square Building, New York City  
DAY AND NIGHT ART STAFFS

Headquarters for  
**TYPEWRITER RIBBONS**  
**TYPEWRITER PAPER, CARBON PAPER**  
**FOR ALL USES**

We manufacture the best line of  
**TYPEWRITER SUPPLIES**  
on the market.

**The S. T. Smith Company**  
11 Barclay St. New York City  
Tel. 5922 Barclay

Please send for our Catalogue and samples of Manifold, Typewriter, Linen and Carbon Papers; also Price Lists of same.  
**DISCOUNTS ON APPLICATION.**

# THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS.

Entered as second class mail matter in the New York Post Office.

J. B. SHALE, Editor. PHILIP R. DILLON, Associate Editor. R. M. BONIFIELD, News Editor.

BY THE EDITOR AND PUBLISHER COMPANY.

13 to 21 Park Row, New York City.

Telephone, 7446 Cortlandt.

Issued every Saturday. Subscription, \$1.00 per year. Foreign, \$2.00 per year.

Established THE JOURNALIST 1884.

THE EDITOR AND PUBLISHER 1901.

J. B. SHALE, President.

T. J. KEENAN, Secretary.

GEO. P. LEFFLER, Treasurer and Business Manager.

## ADVERTISING RATES.

Display, 15 cents per agate line.

Reading Notices, 25 cents per agate line.

Classified, 1 cent per word.

Liberal discount for time contracts.

NEW YORK, SATURDAY, APRIL 9, 1910.

## NEWSPAPER MEN WHO TAKE THEMSELVES "SERIOUSLY."

President Taft, by implication, defines a newspaper man—a "pure" newspaper man—as one who is "in search of news to present it to the public." He was speaking to the newspaper men of Chicago, and it might be assumed, to eliminate vagueness, that he used the word "news" in its technical sense. Technically an editorial is not "news." Probably the President did not mean to exclude editorial writers from the class of the "pure."

It is worth while to read again his words to the Chicago Newspaper Club bearing upon this particular matter:

"Now, I don't know whether you number among your newspaper members not only newspaper men but men who combine the profession of the press with statesmanship, whether you have among you the men who are reformers down to the ground and at the same time are engaged in handing out their views and news suited to their views as statesmen-correspondents. If you haven't you lack a distinguished type of newspaper man, a distinguished type which, I am bound to say, has not contributed to the accuracy of the news furnished the public, for the reason that a newspaper man who does his task rightly is a man who furnishes the facts as they are without respect to whom they may hurt or help; but the man who is preaching an evangel or who is helping the cause, and especially the one who takes himself seriously, is about the worst witness of events with respect to those which his views reach. I speak with some knowledge, because I have had to examine that character of statesman close at hand, but I think he centers about Washington; therefore, I believe I am addressing pure newspaper men, men who don't exaggerate merely for the purpose of helping or marring a cause, but men who are in search of news to present it to the public."

Obviously the President was criticizing certain weekly publications which print the views of certain statesmen at Washington and other places, which views have carried a tone of opposition to the policies of the President. We do not care to dispute about what makes a "pure" newspaper man, but we suggest that it is nothing against any writer or editor to say that he takes himself "seriously."

As a matter of fact, the Washington correspondent of every daily in the country is paid a salary with the understanding that he shall take himself seriously. When he doubts the importance of his own work, the readers of the paper are likely to receive his messages with indifference. He will not hold his position long after the readers have put him in the insignificant class.

## WHEN GENERAL GRANT WENT AROUND THE WORLD.

The daily detailed reports of the doings and sayings of Colonel Roosevelt are likely to furnish a keen motive for comparison of news methods of thirty years ago with present methods. There are millions left who used to find in their dailies or weeklies at intervals a sort of fugitive story telling of General Grant's doings when he was making his voyage around the world.

It was on May 17, 1877, ten weeks after quitting the White House, that General Grant sailed from Philadelphia in the steamship Indiana, accompanied by his wife, his son Frederick, and a private secretary.

On May 28 he received the first of a series of grand ovations, at Liverpool when the ship arrived.

The United States warship Vandalia, a small "second class" ship-rigged vessel of the civil war navy, was placed at his disposal by the Navy Department. In this ship he cruised in European waters until Jan. 23, 1879, when he sailed for India, and from there he went on eastward around the globe, arriving at San Francisco on Sept. 20, 1879. His home-coming to that port was marked by the greatest demonstration in the history of California.

But how different was the news reporting of his entertainment by the sovereigns of Europe and Asia from the swift and intimate reporting of Colonel Roosevelt's progress!

The steamship oft has "limped into port" and we have forgotten who invented that fine phrase, it was so long

ago. We notice that the aeroplane gets out of gear and comes down "like a wounded bird," and the phrase gives a fine moving picture of what happens.

## AMEN CORNER.

### Annual Meeting and Dinner to the Misses Caddagan.

The directors of the Amen Corner Association of New York held the annual meeting on Monday of this week in the Hoffman House. The following officers were elected: President, Thomas O. McGill of the World; vice-president, Justin McGrath of the American; secretary, William Lauder; treasurer, Luther Little of Republican State Committee headquarters.

Following the meeting was the annual dinner to the Misses Anna and Margaret Caddagan, proprietors of the Hoffman House. The two ladies are the only feminine members of the organization and thus occupy an exalted station among the five hundred masculine members.

## LETTERS.

The Daily Banner,

Cambridge, Md., March 29, 1910.

THE EDITOR AND PUBLISHER,  
New York City, N. Y.

GENTLEMEN: We inclose you, herewith, check for \$1 in payment of subscription to THE EDITOR AND PUBLISHER AND JOURNALIST for one year. We find the paper abounding in many good things and very useful to us.

Yours very truly,

P. WATSON WEBB, Manager.

MANISTEE, Mich., March 25, 1910.

EDITOR AND PUBLISHER,  
New York, N. Y.

Gentlemen—Enclosed please find check for \$1.00 in payment of 1910 subscription to your paper. We find that THE EDITOR AND PUBLISHER enables us to keep abreast of the times in all matters concerning the press, and we are pleased to congratulate you on the standard maintained. With best wishes for the New Year, we are,

Yours very truly,

News Publishing Co.

Board of Trade and Business Men's  
Association of Norfolk, Virginia,  
March 7th, 1910.

EDITOR AND PUBLISHER,  
New York City.

Gentlemen:—Enclosed please find P. O. order for one (\$1.00) dollar for year's subscription to your excellent publication.

Yours truly,  
JOSEPH G. FIVEASH.

## The Hack.

By WALTER BEVERLY CRANE.

He was a faithful hack,  
His stand downtown in old Newspaper Row.  
He had a cough, a hack, that used to rack  
His feeble form, bent low.

Wild oats he never sowed,  
From early youth he pulled and dragged  
And hauled.

They gave him many a heavy, weary load,  
No wonder he was bald.

Thin were his limbs and clean,  
Fitted alike for leader or a lay.  
His headlines told the story, and, I ween,  
He soared through space each day.

Bright were his eyes and soft,  
And in the main his tale was brilliant, flowing;  
E'en though he was not heavy built for draught  
His drawing was worth knowing.

He had a stable air,  
And martyr-like, a halter round his neck,  
Which bound him to the rack, old hack and wreck,  
In weather foul and fair.

Mors omnibus! at length  
A paroxysm took the hack's last breath,  
So summoning his late remaining strength,  
"COPY!" he called to Death.

## OLD GUARD DINES.

### Veteran Members of New York Press Club Hold Reunion.

The first annual dinner of the Old Guard of the New York Press Club was held at the clubhouse last Saturday night. Fifty-two members were present, all of whom have been identified with the club for more than twenty years. The chief speaker of the evening was James Porton, founder, first president and honorary member of the club. Mr. Porton said:

"The successful establishment of the New York Press Club on a permanent basis marked a new era on the social side of journalism. Before that time it had been generally deemed an impossibility to permanently establish such an organization. Its need had been sadly felt, but every effort had resulted in complete failure, and the desire was looked upon as a forlorn hope. But when hope seemed gone help came, and there was founded on Dec. 4, 1872, in the greatest news centers, a press club, destined to become, by its great success, an object lesson to be imitated by the numberless press clubs which have since come into existence all over the civilized world.

"The New York Press Club showed the way, and press clubs now have come to stay. To sweeten journalistic life  
By banishing all bitter strife.  
With 'Each for all, and all for each!' To show they practice what they preach.

"Yes, they can all try to imitate the New York Press Club; but to equal it would seem impossible. Its motto, like that of the Empire State, is 'excelsior,' and deservedly so. During its now nearly forty years of existence it has had about 5,000 members. It now has seven hospital beds endowed at \$5,000 each; has a magnificent cemetery plot of an area for hundreds of graves, with a fine monument in the center; has one of the largest and best collections of bound files in existence of the leading New York City papers; has a splendid journalists' reference library of thousands of volumes, including a \$5,000 library given by Mr. Carnegie; has the finest and most palatial press clubhouse in the world; and the club is bounded in its charitable efforts only by its inadequate means, which should be largely increased by wealthy journalists, who should be in sympathy with such praiseworthy efforts; but still better than all, it has its 'Spartan Old Guard,' whose members have accomplished all I have stated, and look upon it all as vantage ground for greater, grander and more glorious efforts. Well may we sing:

"Our Press Club, 'tis of thee,  
Famed for thy Charity,  
Of thee we sing.  
To the victorious,  
Great, grand and glorious,  
We all, uproarious,  
Thy praises ring."

"Perhaps not more than one-half of the present members of the club were born when the club was founded; and, on the other hand, hundreds of members, including eleven of its nineteen presidents, have 'crossed the great divide.' Yes:

"Men may come, and men may go  
Who may be wise and clever;  
But, come what will of weal or woe,  
Our Club goes on forever."

"Boys! I give you a toast: The New York Press Club! Esto perpetua!"

It is reported that a company of business men of Presque Isle, Me., will establish a new weekly paper.



## PERSONAL

Edwin S. Coles has succeeded his father, Sheridan E. Coles, as editor and proprietor of the Mansfield (N. Y.) Advertiser.

Louis Landbrum has severed his connection as editor of the Richmond (Ky.) Climax to accept a similar position with the Danville (Ky.) Messenger.

James Skewes, identified with Racine (Wis.) newspapers for the past three years, has joined the staff of the Milwaukee Sentinel.

W. M. Ramsdell, publisher of the Buffalo (N. Y.) Express, is back at his desk after a brief vacation spent at Lakewood.

J. D. Gortatowsky has resigned as city editor of the Atlanta Georgian to accept the city editorship of the Birmingham (Ala.) News.

Joseph Blethen, business manager of the Seattle Times, addressed the San Francisco Advertising Men's Association at the last regular weekly luncheon.

John K. Cleary, city editor of the Tulsa (Okla.) World, has resigned owing to ill health. He was recently operated on for appendicitis and has never quite regained his strength.

Mercer P. Moseley, editor of the New York Commercial, has purchased a large estate on Staten Island, where he will make his home in the future. The property in question is considered one of the choicest on Staten Island.

Wilbur F. Harris, of Harrisburg, Pa., has succeeded Harvey O. Dodge as general manager of the Carlisle (Pa.) Printing Company, publishers of the Carlisle Herald and the Volunteer.

Edward L. Anderson, for ten years publisher of the Atlantic (Ia.) Telegraph, has retired from the newspaper business and will make his home in San Francisco in the future.

Joseph Hull, for some time city editor of the Des Moines (Ia.) Capital and one of the best-known newspaper men in the city, left last week for Las Vegas, N. M., where he will spend some time in hopes of regaining his health.

J. C. Wiberding, the well-known special representative, has returned from a trip through New England.

## SPHINX CLUB

Will Entertain Prominent Philadelphians Next Tuesday.

Next Tuesday evening will be Philadelphia night at the Sphinx Club of New York.

A number of noted Philadelphians, including A. A. Christian, of Gimbel Bros.; Joseph A. Appel, of the John Wanamaker Store; Thomas A. Daly, editor of the Catholic Standard and Times, formerly president of the Humorists' Club of America and a famous after-dinner speaker, will be the speakers of the evening. A deputation from the Poor Richard Club, an organization of Philadelphia advertising men, will be present. The Mayor of Philadelphia also has accepted an invitation to attend the dinner.

The Watkins (N. Y.) Express recently purchased a Simplex typesetting machine.

## OBITUARY.

Samuel L. Wright, formerly sporting editor of the Youngstown (O.) Vindicator and president of the Ohio and Pennsylvania baseball league, died in Youngstown last week of cirrhosis of the liver. He was forty-five years old.

Edward Neuhaus, for many years connected with German newspapers of Louisville, Ky., and editor of the Louisville Glaubensbote, died last week of paralysis. He was sixty-five years old and was born in Westphalia, Germany.

George D. Robinson, for the past twenty-one years connected with the editorial staff of the Montreal Gazette, died last week of a complication of diseases. He was born in England.

Roy G. Jones, formerly State editor of the Lansing (Mich.) State Republican, died last week after a short illness. He was forty-two years old. He retired from the State Republican the first of the year on account of ill health.

Hugh G. Brown, president of the Hotel and Railroad News Company of Boston, and at one time circulation manager of the London edition of the New York Herald, died Wednesday at his home in Brookline, Mass. He was fifty-four years old and was born in Greenock, Scotland.

Franz Nieberlein, the "Nestor" of German editors and newspaper men of Pittsburgh, Pa., and a veteran of the Franco-Prussian war, died in that city last week. He was born in Bavaria in 1841. He came to America in 1874, settling in Philadelphia as editor of the old Philadelphia Demokrat. Later he went to Pittsburgh, and for twenty-one years was editor-in-chief of the Pittsburgh Beobachter. For the past seven years he had been connected with the Pittsburgh Volksblatt and Freiheits Freund. He was vice-president of the German Press Club of Pittsburgh.

Hakan Johansen, for more than thirty years publisher of the New York Nordstjernen (the Swedish North Star), died last week at his home in the Bronx. He was eighty-one years old.

Horace D. Pidgeon, for many years connected with New York newspapers and recently representative of a news clipping bureau, died last week at his home in Brooklyn. He was forty-three years old.

## Block Agency Adds Another.

The Paul Block Special Agency, of New York, has just closed a contract to represent the Newark (N. J.) Star in the foreign field. Under the aggressive representation which the Block Agency will give the Star its foreign business should show a marked increase. The circulation of the Star, which is verified by the Association of American Advertisers, is now more than 80,000 per day.

## Lithuanian Press Association.

The Lithuanian Press Association of America was organized at a meeting of Lithuanian newspaper publishers and editors held in New York last week. The officers elected are: A. Olszevski, president; J. J. Pauksztis, vice-president, the Rev. A. Kaupas, secretary, and John N. Tananevich,

## CLUBS AND ASSOCIATIONS.

The annual meeting and dinner of the Connecticut Editorial Association will be held at the Hotel Garde in Hartford on Monday, April 11.

Elaborate preparations are being made for the entertainment of the Florida Press Association, which meets at Lake City on April 11 and 12. The program prepared is of great interest and a number of prominent publishers are scheduled to make addresses. Some of the numbers on the program are: Paper, "Why the Newspaper Men of the State Should Become Members of the Florida Press Association," A. M. C. Russell, Argus, Brookville. Paper, "The Editorial Page of the Country Weekly," W. B. Hare, News, Arcadia. Paper, "Good Roads and the Newspaper," Harry L. Brown, Record, St. Augustine; C. L. Bittinger, Star, Ocala; J. W. White, Fraternal Record, Jacksonville. Paper, "The Newspaper Man as a Prophet," W. B. Crawford, News, Pensacola. Paper, "A Typical Tropical Florida Editor," Frank A. Walpole, Record, Manatee.

## Newspaper Men Guests at Dinner.

Louisville (Ky.) newspaper men were the guests of honor at a dinner given by the Retail Merchants' Association of Louisville last week. The banquet was held at the Seelbach Hotel and was an elaborate affair.

## \$20,000.00 CASH

available for first payment on a Republic daily in a town of 15,000 or more, Illinois locations preferred. Buyer is an experienced publisher and a business man of first-class reputation.

Proposition No. 611

C. M. PALMER

NEWSPAPER BROKER

277 Broadway - New York

## NEW YORK HERALD SYNDICATE

Special Cable and Telegraph Maxtrix and Photo Service. Address: Herald Square, New York City. Canadian Branch Desbarats Bldg., Montreal

## THE INTERNATIONAL SYNDICATE

Do you see our proofs regularly? We aim to bring to the attention of all publishers who may be interested. Features for Newspapers. BALTIMORE, MD.

## HAND, KNOX &amp; CO.

PUBLISHERS' REPRESENTATIVES  
Brunswick Building, New York City

WESTERN OFFICES: Boyce Building, Chicago. Victoria Building, St. Louis. Journal Building, Kansas City.

**WILBERDING**

## BUS. OPPORTUNITIES

H. F. HENRICH, LITCHFIELD, ILL.  
Newspaper properties for sale in every State in the Union; \$350 to \$500,000. State your requirements and give references.

## SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word

## NEWSPAPER PRESSMAN.

Experienced foreman and half-tone man, credentials that will satisfy, showing past and present connections. Age, 35; settled, not a roamer. Know how to hustle, good executive ability and organizer. Teetotaler; permanent position only. Address Pressman, THE EDITOR AND PUBLISHER.

## YOUNG MAN (20)

holding position of collector and advertising agent for two years in metropolitan daily, desires to make a change; would prefer to hear from large concerns; has a wide knowledge of advertising and a thorough newspaper office experience; credentials confidentially treated. Address, "M. E. O." care THE EDITOR AND PUBLISHER.

## HELP WANTED

## WANTED

Young man for advertising department of daily paper in Eastern city of 70,000. One with experience in small city as solicitor and ad-writer preferred. Opportunity for advancement. Address giving experience and references, "E. E. P. C." care THE EDITOR AND PUBLISHER.

## MISCELLANEOUS

## RESULTS GUARANTEED

Do business with a reliable concern. THE UNITED CONTEST COMPANY, Incorporated, Cleveland, Ohio. Circulation and Advertising Promoters.

## HELP YOUR STENOGRAPHER AND YOUR PRINTER

DESK BOOKS FOR STENOGRAPHERS AND PRINTERS: Punctuation and Paragraphing, Stenographer's Guide, Government Employ, each 15 cents; Women Stenographers (illus.), 40 cents; Stenographer and Employer (illus.), embodying all the others, \$1.00. Buy the \$1.00 book, F. N. CHASE, Bath, Me.

## COMMENTS

Stenographer and Employer fills a long existing need as a desk guide.—Geo. A. MAHONEY, Court Reporter, Baltimore, Md.

Of value to the printer, as well as to the stenographer, in quick reference at the desk for the many vexatious questions that arise in connection with the spelling and punctuation of up-to-date copy. THE AMERICAN PRINTER, New York, N. Y.

Stenographer and Employer is all that is claimed for it. DICK & FITZGERALD, Publishers, Ann Street, New York, N. Y.

## ROSSITER FELTON SMITH'S

new feature series, with pictures, is now ready. Write for specimen copy. ROSSITER'S FEATURE SERVICE, 239 Broadway, New York City.

## GENERAL NEWS

for evening papers. Special and Chicago news, YARD'S NEWS BUREAU, 166 Washington St., Chicago, Ill.

## ADVERTISING MEDIA

## CONNECTICUT.

## Meriden Morning Record

Old established newspaper, delivering more than 90 per cent. of its circulation directly into homes. Only two-cent newspaper in city. Population of field covered exceeds 60,000.

## ILLINOIS.

## CHICAGO EXAMINER

The largest Morning and Sunday Newspaper west of New York, and the great Home medium of the Middle West.

## NEW YORK.

## THE BUFFALO EVENING NEWS

is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

## WASHINGTON.

## THE SEATTLE TIMES

The wonder of Northwestern journalism; an eye opener to the whole field of American newspapers. Without a rival in its vast territory. Its success is paramount to that of the great city where it is published. CIRCULATION—DAILY, 64,222; SUNDAY, 80,700.

# THE ADVERTISING WORLD

## TIPS FOR BUSINESS MANAGERS

A. W. Erickson, 127 Duane street, New York, is placing orders in a selected list of papers for the advertising of Peterman's Roach Food, 54 West Thirteenth street, New York.

Walter L. Houghton, 828 Broad street, Newark, N. J., is placing orders in New Jersey papers for the Bethesda Nature Resort, Oak Ridge, N. J. This agency is also sending out copy to daily papers which is scheduled to commence the week of April 10 for the Kayser Glove advertising.

Walter H. Blaker, 41 Park Row, is placing orders in daily papers in the Middle West for the advertising of Dr. Coates.

The White & Wyckoff Manufacturing Company, Holyoke, Mass., is sending out orders to magazines and weekly papers for the advertising of Automatic Linen Writing Paper.

F. M. Lupton, Ladies' World, New York, is placing some advertising in daily papers on an exchange basis.

The American Sports Publishing Company, 21 Warren street, New York, is placing new orders for the advertising of A. G. Spalding & Bros., Spalding's Baseball Guide, 132 Nassau street, New York.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is placing new orders in Kentucky papers for the American Tobacco Company, Old Mill Cigarette, 111 Fifth Avenue, New York. This agency is also placing orders in Eastern papers for the Boston and Maine Railroad Company; also contracts in Southern papers for the Keeley Institute, Greensboro, N. C.

The Blaine-Thompson Agency, Cincinnati, is placing 1,000-line contracts in Southern papers for the Wertheimer-Swartz Shoe Company, St. Louis.

The D'Arcy Advertising Agency, St. Louis, is placing 5,000-line contracts in Southwestern papers for the George A. Dickel Company, Cascade Whiskey, Nashville, Tenn.

N. W. Ayer & Son, Philadelphia, are placing ten inches twelve times in daily papers for the Commonwealth Shoe and Leather Company, Bostonian Shoes. This agency is also placing orders in New York State papers for ten inches thirty times, Mondays, and five inches thirty times, Thursdays, for Hasselbarth, Paradise Spring, Albany, N. Y.; also new contracts in Western papers for the Conklin Pen Company, Conklin Self-Filling Pens, Toledo, O.

The Friend Advertising Agency, 41

Union Square, New York, is placing 3,000 lines in Southern papers for the advertising of Keene's Glad Pheet.

The Henry Webb Advertising Agency, Dayton, O., is placing 3,000-line contracts in Southern papers for the Dayton Medicine Company.

W. F. Dobbs, Danbury, Conn., is placing new contracts for 200 inches in daily papers for the Health Company, 150 Nassau street, New York.

The Anderson Advertising Agency, 1 Madison avenue, New York, is placing four inches thirty-six times in Western papers for the Robert Griffin Company, Wall Paper, 425 Fifth avenue, New York.

The Charles H. Bayer Agency, 118 East Twenty-eighth street, New York, is placing orders in Western papers for the Washington Clothing Company, 10 Astor place, New York.

The Blackman-Rosee Agency, 10 East Thirty-third street, New York, is placing orders in New England papers for the Le Mair Chemical Company, Harriet Hubbard Ayer, 1 West Thirty-fourth street, New York.

The E. H. Clarke Advertising Agency, 112 Dearborn street, Chicago, is placing orders in Southwestern papers for the M. I. S. T. Company, Toledo, O.

Foster Debevoise Company, 45 West Thirty-fourth street, New York, is placing orders in Texas papers for George J. Wallau, Inc., Creme Simon and Caravana Water, 5 Cliff street, New York. This agency is also placing orders in New England papers for the No-Mor-Dust Chemical Company, 222 Kearney avenue, Jersey City, N. J.

The R. A. Foley Agency, Temple Court, New York, is placing orders in daily papers for the Manahan Moth Paper Company, 370 Pearl street, New York. This agency is also making additional contracts for the Eckman Manufacturing Company from its Philadelphia office.

Fowler-Simpson Company, Cleveland, is making 1,000-line contracts in the larger city dailies for the Glidden Varnish Company, Japalac, Cleveland.

Albert Frank & Co., 26 Beaver street, New York, are placing additional orders for the North German Lloyd Steamship Company, 5 Broadway, New York. This agency is also using the larger city dailies for the Chesapeake and Ohio Railway Company, Bonds, 71 Broadway, New York.

Charles H. Fuller Company, Chicago, is placing 250 lines seven times and 1,300 lines one time in New Jersey papers for the United Cereal Mills Company, Egg-O-See, Battle Creek, Mich.

The Greve Advertising Agency, St. Paul, Minn., is placing orders in Southern and Western papers for the Lewis L. Metzger Company, Old Uncle Mike Whiskey, same city.

Wood, Putnam & Wood, Boston, are making up a list of daily papers for the Moxie Nerve Food Company, same city. This agency is also placing six inches two times a week for six months in Connecticut papers for the Sawyer Crystal Blue Company, 87 Bond street, Boston.

## ROLL OF HONOR

The following publications have allowed the Association of American Advertisers to make a thorough examination of their circulation records, and have received certificates showing the actual circulation of their publications:

| ALABAMA.                              |               | NORTH CAROLINA.  |               |
|---------------------------------------|---------------|--|---------------|
| ITEM .....                            | Mobile        | NEWS (Av. cir. mo. of Aug., 7,600) ..                                | Charlotte     |
| ARIZONA.                              |               | OHIO.  |               |
| GAZETTE .....                         | Phoenix       | PLAIN DEALER .....   | Cleveland     |
| ARKANSAS.                             |               | OKLAHOMA.  |               |
| SOUTHWEST AMERICAN .....              | Fort Smith    | OKLAHOMAN .....  | Oklahoma City |
| CALIFORNIA.                           |               | PENNSYLVANIA.  |               |
| BULLETIN .....                        | San Francisco | TIMES .....  | Chester       |
| CALL .....                            | San Francisco | DAILY DEMOCRAT .....   | Johnstown     |
| EXAMINER .....                        | San Francisco | JOURNAL .....  | Johnstown     |
| FLORIDA.                              |               | BULLETIN .....   | Philadelphia  |
| METROPOLIS .....                      | Jacksonville  | DISPATCH .....   | Pittsburg     |
| GEORGIA.                              |               | GERMAN GAZETTE .....   | Philadelphia  |
| THE ATLANTA JOURNAL .....             | Atlanta       | PRESS .....  | Pittsburg     |
| CHRONICLE .....                       | Augusta       | TIMES-LEADER .....   | Wilkes-Barre  |
| ENQUIRER-SUN .....                    | Columbus      | DISPATCH AND DAILY .....   | York          |
| LEDGER .....                          | Columbus      | TENNESSEE.   |               |
| ILLINOIS.                             |               | NEWS-SCIMITAR .....  | Memphis       |
| SKANDINAVEN .....                     | Chicago       | BANNER .....   | Nashville     |
| HERALD .....                          | Joliet        | TEXAS.   |               |
| HERALD-TRANSCRIPT .....               | Peoria        | RECORD .....   | Fort Worth    |
| JOURNAL .....                         | Peoria        | CHRONICLE .....  | Houston       |
| INDIANA.                              |               | SEMI-WEEKLY TRIBUNE .....  | Waco          |
| JOURNAL-GAZETTE .....                 | Ft. Wayne     | TIMES-HERALD .....   | Waco          |
| NEWS-TRIBUNE .....                    | Marion        | WASHINGTON.  |               |
| TRIBUNE .....                         | Terre Haute   | MORNING TRIBUNE .....  | Everett       |
| THE AVE MARIA .....                   | Notre Dame    | TIMES .....  | Seattle       |
| IOWA.                                 |               | WISCONSIN.   |               |
| EVENING GAZETTE .....                 | Burlington    | EVENING WISCONSIN .....  | Milwaukee     |
| CAPITAL .....                         | Des Moines    | CANADA.  |               |
| REGISTER AND LEADER .....             | Des Moines    | ALBERTA.   |               |
| THE TIMES-JOURNAL .....               | Dubuque       | HERALD .....   | Calgary       |
| KANSAS.                               |               | BRITISH COLUMBIA.  |               |
| GLOBE .....                           | Atchison      | WORLD .....  | Vancouver     |
| GAZETTE .....                         | Hutchinson    | ONTARIO.   |               |
| CAPITAL .....                         | Topeka        | EXAMINER .....   | Peterborough  |
| KENTUCKY.                             |               | FREE PRESS .....   | London        |
| COURIER-JOURNAL .....                 | Louisville    | QUEBEC.  |               |
| TIMES .....                           | Louisville    | LA PATRIE .....  | Montreal      |
| LOUISIANA.                            |               | LA PRESSE .....  | Montreal      |
| ITEM .....                            | New Orleans   | CHANGES IN INTEREST.   |               |
| STATES .....                          | New Orleans   | The plant of the Newton (Ia.) Herald has been sold to C. F. Ridings. |               |
| TIMES DEMOCRAT .....                  | New Orleans   |  |               |
| MAINE.                                |               |  |               |
| JOURNAL .....                         | Lewiston      |  |               |
| MICHIGAN.                             |               |  |               |
| PATRIOT (Feb. D. 10,857—S. 11,786) .. | Jackson       |  |               |
| MINNESOTA.                            |               |  |               |
| TRIBUNE (Morning and Evening) ..      | Minneapolis   |  |               |
| MISSOURI.                             |               |  |               |
| DAILY AND SUNDAY GLOBE .....          | Joplin        |  |               |
| MONTANA.                              |               |  |               |
| MINER .....                           | Butte         |  |               |
| NEBRASKA.                             |               |  |               |
| FREIE PRESSE (aver. circ. 142,440) .. | Lincoln       |  |               |
| NEW JERSEY.                           |               |  |               |
| PRESS .....                           | Asbury Park   |  |               |
| JOURNAL .....                         | Elizabeth     |  |               |
| TIMES .....                           | Elizabeth     |  |               |
| COURIER-NEWS .....                    | Plainfield    |  |               |
| NEW MEXICO.                           |               |  |               |
| MORNING JOURNAL .....                 | Albuquerque   |  |               |
| NEW YORK.                             |               |  |               |
| BUFFALO EVENING NEWS .....            | Buffalo       |  |               |
| LESLIE'S WEEKLY (Cir. 225,000) ..     | New York      |  |               |
| PARIS MODES .....                     | New York      |  |               |
| RECORD .....                          | Troy          |  |               |

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## WHILE YOU WAIT.

Some Extraordinary Feats in Playwriting—Drama Called "Alias Jimmy Valentine" Written in a Week—Speed Record Belongs to Margaret Mayo.

From the Sunday Magazine.

A month or so ago Paul Armstrong, author of "The Heir to the Hoorah" and "Salomy Jane," put down the first word of a play on a Monday morning and had written and blotted the last before Saturday night dawned into the day of rest. The feat was hailed as extraordinary. And of course it was. But the drama called "Alias Jimmy Valentine," now in use by H. B. Warner, was based on a published story, though one of O. Henry's short ones, that made the task considerably easier. Clyde Fitch, for example, wrote with great rapidity when he once got under way; but he rarely began until the play was pretty minutely mapped out in his mind.

What really was extraordinary in Mr. Armstrong's feat was that there was no need for speed. More than a few instances of rapidly written pieces come to mind; but almost always they were rushed through to fill in an emergency. That was more frequently the case in the old days, when a "resident dramatist" was as much a part of a well organized theater as the players of its stock company. He was required to be on hand to rewrite faulty plays, to adapt foreign originals (almost invariably stolen), and to turn out dramas of his own at odd moments. Many of the best known plays of Dion Boucicault were written in such circumstances, the first act frequently being put into rehearsal before a line of the last was penned.

### THE RESIDENT DRAMATIST.

Nowadays the custom prevails only in the cut-rate repertoire theaters, and not in all of them. There the "resident dramatist" is kept within telephone call in case some leading star presents a drama based on an uncopyrighted novel—as when Mrs. Fiske made her notable success as Becky Sharp; when Blanche Bates' "Cigarette" revived interest in the Ouida novels; and when Olga Nethersole made "Sappho" the Salome-like sensation of the season. Then, too, such much discussed productions as the one David Belasco made of "Lu Barry," for Mrs. Leslie Carter, rekindle popular interest in a semi-forgotten historical figure, and the cheap theaters must satisfy their patrons' curiosity. Again the "fresh every hour" playwright.

But productions in leading theaters involve far too great an outlay of money and of labor for lightning penned dramas to get much chance these days. When such pieces have been rushed on, it almost invariably has been as first aid to the injured box office. For instance, when Julia Marlowe put a translation of Catulle Mendes' "Reine Fiammette" into rehearsal she was so sure of success that she told Paul Kester, who was dramatizing the Cable novel of "The Cavalier" as her following play, to take all the time he liked. But the Mendes tragedy was almost bitterly received, and Miss Marlowe telegraphed so urgent and piteous a cry for "The Cavalier" that Mr. Kester called in an assistant to help hurry him through with it.

But "The Cavalier" was no exception to the rule. Write in haste, repent at leisure. Miss Marlowe's art and popularity carried it through to some success; but like most rapidly written plays it proved of no lasting worth.

A conspicuous exception is "Dandy Dick." Sir Arthur Pinero wrote that vastly popular farce twenty-three years ago, when the "third speed" wasn't known. He discovered it.

In 1886 the now leading dramatist was known only for his farces, a series of which had kept the Court Theater in London on the top wave of popularity, while over here they were applauded at Daly's, with Ada Rehan in the roles written for Mrs. John Wood. "The Schoolmistress" was nearing the end of its prosperity. Sir Arthur was at Brighton, presumably completing its successor. Growing anxious, the late John Clayton, one of the actor managers of the Court, journeyed down to the seaside, only to be met by the astounding announcement that Pinero, having hit upon a new plot he thought better, had thrown aside the play in progress and begun a new one. There was no budging him; so Mr. Clayton got him to draw sketches for scenes and costumes. These he took to London and ordered made immediately; while he and his associates rehearsed the farce piece by piece as it came from Sir Arthur's pen. The first word was written late in December of 1886—the triumphant premiere of "Dandy Dick" may be found in his trionic history as Jan. 27, 1887.

Just by the way, we may note that the Pinero of to-day—author of "Iris" and of "Mid-Channel," and of "The Gay Lord Quex"—requires two years to write a play.

Oscar Hammerstein took two days!

### FIRST HONORS.

But that was not quite the record. First honors go, I fancy, to Miss Margaret Mayo, author of "Polly of the Circus" and numerous other well-liked comedies. One Sunday she and her mother were hostesses to a company of literary and theatrical people. Conversation worked round to rapidity in playwriting. Theodore Burt Sayre, author of "The Commanding Officer," was one of the guests, and he offered to wager Miss Mayo that she could not write an actable, full length play in the time he specified. The time was twelve hours!

By the terms of the wager Mr. Sayre was to supply a plot; but Miss Mayo was to work out characterization, dialogue and stage directions in full. She waited only long enough to hear Sayre's story. Then she left her guests to their own devices. Shutting herself in her room, she wrote away without even a pause for dinner. She was indeed hungry when she rejoined the party for supper, but beaming, for she brought the finished drama in her hand.

Perhaps you saw it; for it was acted, though it did not last long. The title was "The Winding Way," and it was produced about five years ago in Philadelphia, and ended its career in Philadelphia. Still, it was an actable play. It possessed considerable merit; but the most demands that I admit that most of its good points were verbal. For, you see, Miss Mayo is blessed with a quick and showy wit. So, it would seem, when the clock in her den was ticking precious minutes away, she simply argued, When in doubt use an epigram.

Possibly the record does not belong so incontestably to Miss Mayo; for, though Oscar Hammerstein took two

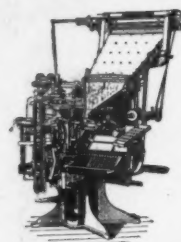
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### AMENITIES.

#### Two New York Newspapers Exchange Compliments and Appreciation.

The New York Evening Post, which has a clear title to the credit of starting the Allds bribery investigation in the New York State Senate, printed the following editorially last week:

"We must not take leave of the Allds case without a word of hearty appreciation to the Tribune for its admirable handling of the news from Albany, its clear and intelligent reporting of a case particularly difficult by reason of the legal points involved and the persistent efforts on the part of the defense to bring in extraneous matters. More than that, the Tribune has stood up from the beginning for a full and open investigation of all the actions of the Legislature. It has clearly recognized that party safety lay that way, as well as party honor."

The Tribune thereupon returned the compliment in this manner:

"A compliment to be appreciated coming from a newspaper which is entitled to the credit of having focused attention upon the Allds scandal and forced a trial of charges which might otherwise have been allowed to end in whispered gossip about the Senate corridors. The Evening Post did a courageous public service in publishing those charges, for if Conger's disposition to draw back from giving his proofs had prevailed it would have been left in most serious difficulty. The result has justified its courage and devotion and brought it deserved popular gratitude."

#### Entertained Boston Visitors.

The Augusta (Ga.) Press Club gave an informal dinner last week in honor of William Ross, Fred Hoey, Al Watts and Ed O'Brien, representatives of Boston newspapers who are in the South with the Boston Nationals.

The Geneva (N. Y.) News has been discontinued

## "The Catholic Churchman"

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